1	1. A method of programming a non-volatile memory unit in a hard
2	copy output engine comprising:
3	determining a geographical area within which the hard copy output engine
4	is to be deployed;
5	determining an electronic address for a consumables supplier appropriate
6	to the geographical area; and
7	programming the electronic address into the non-volatile memory.
1	<ol><li>The method of claim 1, wherein determining an electronic address</li></ol>
2	comprises determining a universal resource locator for an original equipment
3	manufacturer.
1	<ol><li>The method of claim 1, wherein determining an electronic address</li></ol>
2	comprises determining a universal resource locator for a reseller of consumable
3	supplies associated with the hard copy output engine.
1	4. The method of claim 1, further comprising programming the non-
2	volatile memory with product descriptors for consumable supplies associated
3	with the hard copy output engine.
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1	5. The method of claim 1, further comprising:
2	determining that the electronic address for the consumables supplier is
3	obsolete;  determining a revised electronic address for the consumables supplier
4	·
5	appropriate to the geographical area; and  re-programming the non-volatile memory with the revised electronic
6	
7	address to replace the obsolete electronic address.
1	6. The method of claim 1, wherein the hard copy output engine is
2	chosen from a group consisting of: facsimile machines, photocopiers and
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printers.

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1	7. (Amended) The method of claim 1, wherein determining an electronic
2	address comprises determining a universal resource locator for a supplier chosen
3	from a group consisting of: an original equipment manufacturer, a reseller or a
	supplier of office supplies including hard copy output engine consumables.
1	8. (Amended) A method of obtaining consumable supplies for a hard
2	copy output engine comprising:
3	determining that an amount of consumable for the hard copy output

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3 4 determining that an amount of consumable for the hard copy output engine is less than a threshold amount;

extracting an electronic address for a vendor of the consumable from a non-volatile memory included in the hard copy output engine; and

initiating communication with the vendor using the electronic address.

- 1 9. The method of claim 8, wherein extracting an electronic address 2 comprises extracting a universal resource locator.
- 1 10. The method of claim 8, wherein extracting an electronic address
  2 comprises extracting a universal resource locator for a vendor of consumables
  3 appropriate to a geographical area within which the hard copy output engine is
  4 deployed.
  - 11. The method of claim 8, wherein initiating communication includes transmitting an electronic message ordering a predetermined quantity of the consumable determined to be present in an amount less than the threshold amount.
- 1 12. The method of claim 8, wherein determining is in response to a 2 sensor in the hard copy output engine sensing that an amount of the 3 consumable is less than the threshold amount.
- 13. The method of claim 8, wherein initiating communication
   comprises initiating a servlet.

Serial No. 09/665,349 Case No. 10003223-1 Amendment A

1	14. The method of claim 8, wherein the hard copy output engine is
2	chosen from a group consisting of: facsimile machines, photocopiers and
3	printers.
1	15. A computer implemented control system for a hard copy output
2	engine, the system comprising:
3	non-volatile memory/included in the hard copy output engine and
4	configured to store data representing an electronic address for a supplier of
5	consumables for the hard copy output engine; and
6	processing circuitry configured to:
7	determine that an amount of a consumable for the hard copy
8	output engine is less than a threshold amount;
9	extract the electronic address from the non-volatile memory; and
10	initiate communication with the supplier using the electronic
11	- address.
1	16. (Amended) The computer implemented control system of claim
2	15, wherein the processor configured to extract an electronic address comprises
2	a processor configured to extract a universal resource locator for a symplicr of

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- 15, wherein the processor configured to extract an electronic address comprises a processor configured to extract a universal resource locator for a supplier of consumables appropriate to a geographic area within which the hard copy output engine is deployed.
- 17. The computer implemented control system of claim 15, wherein the processor configured to initiate communication includes a processor configured to transmit an electronic message ordering a predetermined quantity of the consumable determined to be present in an amount less than the threshold amount.
- 1 18. The computer implemented control system of claim 15, wherein 2 the processor configured to initiate communication includes a processor 3 configured to initiate a servlet.

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